



Music House Museum

Perfect Pitch

Newsletter for Friends of the Music House Museum - Spring 2015- Vol. 16, Issue 1

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President's Message *by Dorothy Clore*

To quote an Archibald McLeish poem, "There have been some big doings here since last I wrote." We concluded our 2014 season with a wonderful Christmas party for staff, members and volunteers, held a community open house, and eventually undecorated the museum. In January a flurry of activity began as we gathered a working team of 10-12 Board members and volunteers to take as many moveable items as possible out of the barn area in preparation for wrapping up the large instruments and rooms such as the General Store and Music Room in order to minimize the construction dust and debris hitting those areas. The "surry with the fringe on top" is now in the basement and available for purchase since the Collections Committee members and Board, as a whole, decided it no longer serves our museum's purpose, takes up valuable display space, and is a possible source of much-needed cash. Other smaller items have been placed in the gallery or squirreled away in the Lyric Theatre room.

The structural engineer that there was no shoring up needs to be done before Mariage Roofing Co. and Miriage has begun work on the new roof! Needless to say, this is a huge undertaking and should you have any questions or concerns about the process and project, please do not hesitate to call me at 231. 331-6587 or email dorothyclore@charter.net. Since my husband Bob has volunteered his time to oversee the construction, either he or I will be happy to address your questions/concerns.

We have acquired several generous gifts from private individuals as well as some grant money and are trying to avoid drawing on our line of credit in order to pay for the project. If you have

not yet contributed toward the funding of this \$160,000 project (which includes preparation fees/materials, insulation, and post-project cleaning) please know that any amount you can add to our coffer is much needed and greatly appreciated. Checks can be sent to the museum or you can contribute to our GoFundMe.com/musichoueroof on-line plea. Please watch our website for updates about the construction progress.

Measuring our progress against our 2013 Strategic Plan goals we are proud to note that our updated technology equipment has been implemented. While some glitches have still to be worked out (an on-going problem with technology it seems), our new phone system and website are operational, and in-house data- keeping and communication are improving.

We have "strengthened operations and management" by hiring A.J. Morley, one of our new docents last year (see profile in previous "Pitch") as our Director of Operations. He will continue to docent but has taken on additional responsibilities in order to oversee the museum's entire operation. Another of our docents, Becky Gagnon, is assisting Patte Richards with events and tours. Our Marketing/Development Director, Kelly Curtis, writes elsewhere in this issue about our more-active calendar and other accomplishments. Gift Shop Manager Kathy Holmes has many exciting ideas about the gift shop and on-line sales. Please read on to find out what else is in store for us in 2015, enjoy photos of recent activities, and explore ways in which you can become more involved with our museum life. We look forward to seeing you this year.

An Opportunity of a Lifetime

As always, we are most grateful for your purchase of a membership at the Music House Museum. Memberships not only provide support for the Museum programs, but also benefit you with free admission, guest passes and 10% off purchases in the Museum Gift Shop.

Please consider becoming a Music House member in one of the following categories:

Individual - \$35.00

Couple - \$40.00

Grandparent - \$45.00

Family - \$50.00


Supporting - \$100.00

Sustaining - \$250.00

Benefactor - \$500.00

Angel - \$1,000.00

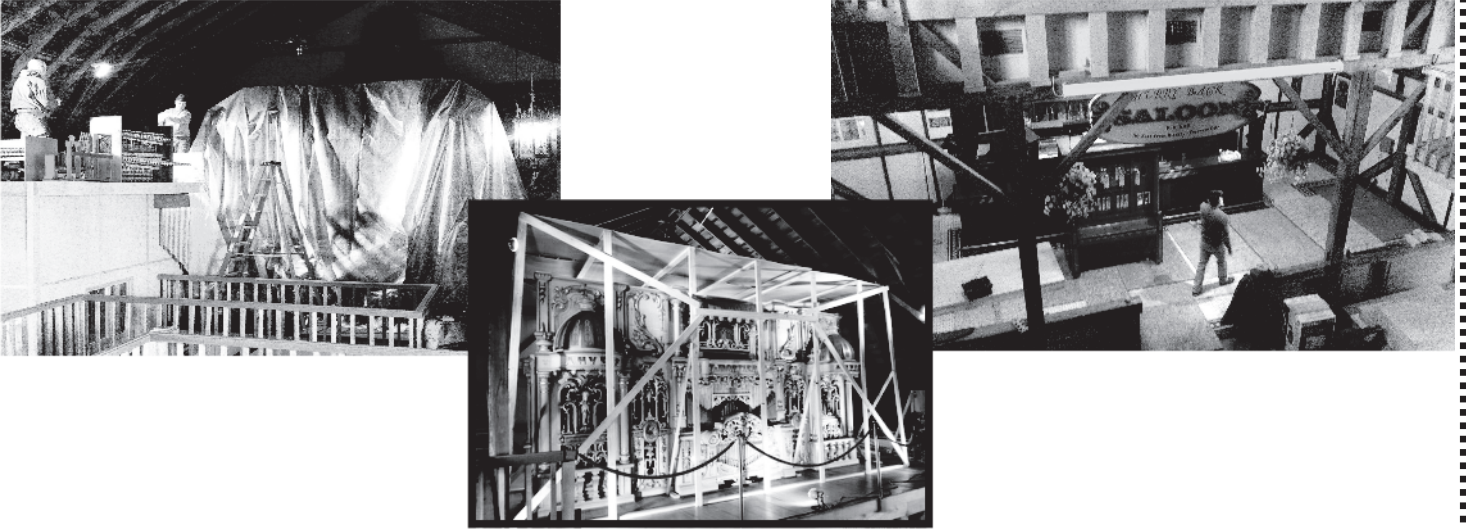
We also offer Student memberships at \$5.00, and free Teacher memberships.



Membership Makes A Difference

We're Razing/Raising the Roof!

The winter has been busy at the Music House as staff and volunteers worked to prepare the museum for our major spring project, the much needed new roof. Instruments were disassembled and move when they could or covered if they were to big to move.



Once the instruments were prepped, the displays were sealed and the floors covered. We are so grateful for all of the hard work of our volunteers and staff for the many hours that they have dedicated to the preparation of the museum and the protection of the collection.



And now the work begins! Miriage Roofing began work on the roof on March 23rd and, weather permitting, should complete the Barn roof and insulation in two to three weeks. While the roofing work may be done soon, we then move into re-assembling of the instruments and displays, then tuning of the instruments, all with a goal of opening our doors on for the season May 1st. So much to do such a short time!!



And, of course, the fundraising continues. The cost for the roof alone is \$116,500 and this does not include all that has gone into the preparation and will be necessary for putting it all back together and preparing for opening. The estimated final cost is estimated at \$160,000. Fundraising is going well with a \$20,000 grant from the Michigan Council of Arts and Cultural Affairs and many generous donations from our members and friends. This has brought us to almost 25% of our goal! Thank you to all who have contributed. If you would like to contribute you can do this by going to www.gofundme.com/musicouserof.

Collections Committee Report by Bruce Ahlich

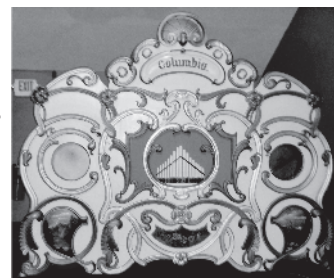
We began the successful 2014 season with the cleaning and revitalizing of Museum displays bringing out some instruments that were not heard on tours so that they could be demonstrated as time permits. Among these instruments are the very rare Paul Lochmann Original 450 disc piano now in the General Store, together with the other disc music boxes now displayed there as well. A Bontems mechanical bird was also restored and added to the tours.



The most significant repair in 2014 was the 1880 Frati Band organ, which sat silent for many years in the Gallery. Originally owned by John Deuster, a leading citizen of Suttons Bay in the late 19th and early 20th centuries, it was used in his carousel at the Suttons Bay fairgrounds from 1890 to 1910. Damaged, it was subsequently stored in a family barn until acquired by the Museum in 1985. After repair, it was finally made playable this past spring and brought into service. The Frati was played for the first time for Deuster's surviving granddaughter and other family members who still live in the area together with members of MHM Board at a private reception in July. There was not a dry eye in the house as none of the family, remembering it stored in the barn, had ever heard it play.



The Museum contracted the restoration of the 1913 Bruder Band organ, also called the "Columbia" over the winter after a successful fund raising campaign. We are very grateful to the donors that enabled us to repair this significant instrument in the collection. The Bruder will be returned to grace the Museum this spring in time for our opening in May. Restoration work is being performed by the Haughawat Music Company of Bloomingdale, Ohio. Terry Haughawat has restored several of these instruments, most notable for New York City and also maintains the Museum's Violano Virtuoso machine.



In preparation for the replacement of the main structure's roof, which still has the original 1910 cedar shake shingles on it, much work has been done to protect the displays and instruments. Displays have been taken down and instruments have been packed up and moved to the safety of the galleries or framed and covered with plastic to prevent debris from falling into them. The new roof will assist in stabilizing the environment in which the instruments are displayed and help preserve them. **Many, many, many volunteer hands will be needed to clean and reassemble the displays after the roof project is completed. Please answer the call to assist if contacted or give us a call.**

New for 2015 are platforms in the Saloon for the instrument displays. They will replace the sagging originals which were endangering the instruments on them. Displays will also be reorganized to give a more chronological presentation of the instruments and their technology. A new significant instrument called a "Vorsetzer" will be put into the tours. Built for a short period of time from about 1900-1910 by the Welte-Mignon Company of Freiburg, German, they were the forerunner of the reproducing piano. A cabinet sits in front of the piano with fingers that push keys and the pedals as the reproducing role plays. The Wurlitzer theater organ, the "Cinderella", will also have its original toy chest and glockenspiel restored to it, enhancing its resources and sound this spring. Many good things are happening thanks to you, our patrons and members, with the Museum and its collections.

Getting Ready for the Big Sale!

Our fourth annual Antique & Collectibles Consignment Sale is planned for Friday and Saturday, June 26th & 27th, 10:00 a.m. – 4:00 p.m. We know it is a few months away but as you do your spring cleaning be on the look out for those hidden treasure that could bring in some extra cash rather than collecting dust! We do the work for you. Please keep in mind that we accept items starting at a value of \$10.00. Note that the Music House retains 25% of the sales. You can find details on the process at musichouse.org or by Contacting organizers Ellie Holdsworth (phone: 231-264-5451; email: billlell@chartermi.net) or Dorothy Clore (phone: 231-331-6587; email: dorothyclore@charter.net).



Introductions From Our Newest Music House Position

Greetings & Salutations Perfect Pitchers,

Hello again, A.J. Morley here and I am very excited to introduce myself, again, as your new Operation's Manager at the Music House. This new position has been created to facilitate communications between the Board and Staff and provide oversight of day to day museum operations.

It's a pleasure and an honor to be a part of The Music House Museum. 2014 was an exciting year here at the Museum. We had youthful curiosity with our School Days program. We had elegance and beauty with some wedding ceremonies. We were dazzled by fantastic performers entertaining us with concerts and silent films. And best of all, we saw a rise in the number of visitors who came to experience the Music House Museum in 2014! All in all a wonderful year!

2015 is going to be even bigger! We are starting out with a massive roof project. Our beautiful barn which houses our incredible collection is having a much needed new roof put on. The huge \$160,000.00 project is a must to ensure the protection of our unique collection. Please contribute if you are able at GoFundMe.com/musicouserof. After the roof clean-up is complete, we will open our doors on May 1st for an amazing 2015 season. We have more events planned for 2015 than we have had in the few previous years. World class musicians, family friendly events, and a spectacular turn-of-the-century setting make for experiences that you will never forget. I look forward to seeing you all for the unique beauty and magic that the Music House Museum is going to give you in 2015!

What's Happening in Marketing and Development by Kelly Roberts-Curtis

There is never a dull moment at the Music House. I always look forward to the winter as a slow time to accomplish all of the projects that get pushed down on the list of to-dos but somehow that never seems to happen! The winter has been filled with planning activities for the coming season and searching for ways to raise funds for the new roof. I won't push the gofundme.com/musicouserof as you probably have read about it a few times already.

It is hard to believe that I will have been at the Music House for three years on May 1st. It is such a great place to work and I have learned so much. At the end of each year I take time to go over the Marketing and Development Plan that I put together my first year at the museum. While there are a number of areas that are still a work in progress, it is also exciting to see all that the Music House has achieved over the last three years: We went through an organizational assessment and Strategic Planning and, while the plan runs through the end of 2015, we have already accomplished so most of the goals that we set for ourselves; We have done a complete overhaul of the Music House's technology including a beautiful new website and online store. While it was a lot of change in a short time, we are already seeing the benefits and will continue to see more as we learn how to make the most of the new hardware and software; We have received over \$60,000 in grant money which included a generous \$20,000 from Michigan Council of Arts and Cultural affairs for our roof project. I continue to search for new sources and take training on improving my grant writing skills (which were non-existent when I started!); Attendance in 2014 was the highest it has been since the recession in 2008; We continue to be great stewards of our collection by investing in the facilities, our current collection and adding to our collection and revitalizing our displays; Our staff continues to work so hard and we've tripled our management staff in the last two years...the list could go on and on.

I am so grateful to be a part of this organization with such a hardworking and dedicated Board, staff and wonderful volunteers. It is truly an honor to be a part of this team. I have many goals for 2015 in addition to continuing all that I have been doing. I am excited for the future of our 'hidden gem' of a museum and really look forward to it being less 'hidden' and more of a 'gem'.



Music House Gift Shop and Online Store *by Kathy Holmes*

Greetings from the Music House Museum Gift Shop!

Many of you know I've been "onboard" as gift shop manager since beginning of last season. The 2014 season was indeed a learning experience for me. As my background is primarily in early childhood education and retail sales, there was a significant learning curve in transitioning at the Music House. Indeed I've learned so much about history of automated musical instruments, not only through the docents with their diverse guide-presentations but also through the many colorful stories shared by numerous visitors to the *Music House Gift Shop*!

The "energy" and dedication of the Music House staff is contagious! Working here is both rewarding and fun! As my previous retail management experience was predominantly related to specialty foods, (as in cherries and chocolate) children's books and clothing, it was a challenge melding other "tourist-enticing" products with many well-established musically related giftware.

Before opening for 2014-Season, the gift shop was given a new look with the artistic expertise of volunteer-Diane Verploeph. Diane "spiffed up" walls and cabinets with a fresh coat of paint. She also fashioned and applied an eye-catching musical staff with a few "measures of music" to accent the wall behind the sales counter. She added bright primary colors to a wall which is dedicated as a children's area stocked with musical toys and instruments. I can't tell you how many compliments I received regarding the bold musical accents! In addition to tasteful clothing accessories, I added "tasty" *Benjamin Twiggs* preserves, sauces, and chocolate covered cherries! Who doesn't love locally produced cherry products?

During the sales season, Diane and Phyllis Johnson volunteered as sales personnel. Their competent assistance was greatly appreciated as sales traffic can be quite high during bus tours and special events. This upcoming season I hope to get to know many more museum members and volunteers and invite you to share your talent and time at the Music House Gift Shop! Every day we meet and create new friends and re-new many friendships. I encourage you to come in and spend some time volunteering at the gift shop. It is not necessary to have to have prior sales experience in order to offer your expertise and/or energy to the museum. And now that our new point of sales system is up and running and the 'kinks' appear to have been worked out, it's easy to offer quick, friendly customer service to our customers. Please let us know if you would like to be a part of the museum's exciting staff. We'd love to have you! Remember as a volunteer, you will receive a discount on your purchases at the Gift Shop.

Last, but not least, many of our wonderful "offerings" are available online at ***musichouse.org!!*** Now you can conveniently shop, order and have shipped many items from the gift shop. The items listed on our site will be continually changing as I am always in search of new and unique items for the gift shop. Remember to check back often. (Remember that if there are special items which caught your eye while visiting the gift shop let me know at treasures@musichouse.org. I can check to see if we have it in stock and ship it out to you!)

Online shopping is an easy way to show your appreciation to your friends and family after visiting our beautiful area.

"A thoughtful way to capture an unforgettable time spent at the Music House Museum!"

Volunteers are Our Lifeblood *by Ellie Holdsworth*

The Music House depends on our Volunteer Team for help at events, decorating and un-decorating for the Holidays, School Days, cleaning, gardening and work on the Mini-City, assist in the Gift Shop, as well as help on small maintenance projects such as painting, moving/reorganizing displays, and minor repairs. We can't do it all without you! *This Spring extra help will be needed to "rebuild" our displays after the roof replacement project is completed.* We had many wonderful volunteers help to prep the Music House for the roof work but we will have very limited time to put everything back together and really need your help. Dates cannot be set until the work is complete but we will likely be holding workbees most weekends beginning April 11th. Check the website (www.musichouse.org) and our Facebook page for the specifics.

Please step up and VOLUNTEER at our fun, outstanding museum. There are so many ways we could use your help and our volunteers are invaluable to the success of the Music House. The volunteering of your time is a gift to us and so appreciated! Please let Ellie Holdsworth (billlell@chartermi.net, or 231-264-5451) know to add you to our Volunteer roll. Thank you in advance!

Pizza and Pipes is back x 2!

Due to the popularity of our **Pizza and Pipes: Dinner and Concert**, we've decided to bring you two this year! Guests are treated to a delicious gourmet pizza dinner and a Wurlitzer concert from world renowned musicians.



Our first Concert, featuring Red Wings Organist Dave Calendine, will be August 21st at 6 pm. Dave will bring his amazing skills and fascinating antidotes for an evening that you will not want to miss.

On September 18th at 6 pm, we will feature Fr. Andrew Rogers on the Wurlitzer for another evening of great food and great music. You won't want to miss either of these fun events!



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Community Cash

Local Village Markets in Alden and Elk Rapids generously donate 1% of receipts for gas and groceries collected from Labor Day through Memorial week ends annually to various local organizations. For the third year we are participating in this program and appreciate support from those of you who live and shop in the Alden and/or Elk Rapids areas. If you shop at these stores and are willing to collect your slips for us we will be most grateful. Slips can be dropped off at the museum or sent to Dorothy Clore at PO Box 474, Alden, MI 49612 any time between now and May 31, 2015. Be sure to use a pen to circle the date, and the amt. indicated by "community cash." If you are purchasing gas, please be sure to request a receipt and a "CC" stamp on the slip.

Follow the Music House Museum on Social Media
for up-to-date and in-depth information !



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the Music House
museum
7737 US 31 North, PO Box 297
ACME, MI 49610-0297